



# WASTEWATER TREATMENT

## Market Overview

- The Philippine **market for wastewater treatment products and equipment** is projected to grow **10%/ year** through 2008.
- Population growth, improving environmental laws and regulations and available credit facilities are driving demand.
- Best sales prospects:
  - ✓ Products and equipment for treating **wastewater from industrial and commercial sources**
  - ✓ **Modular** wastewater treatment **equipment and systems**
  - ✓ Products and equipment for **septage treatment plants** and facilities
  - ✓ **Water recycling** equipment



## Regulation and Purchase Decisions

- The landmark Philippine **2004 Clean Water Act**
  - ✓ Mandates the preparation of a **national program on sewerage and septage management**
  - ✓ Provides for the implementation of a **wastewater charge system** through the collection of wastewater charges and fees
  - ✓ Mandates **sewerage connection** of all residential areas, commercial centers, hospitals, market places and public buildings **in Metro Manila and other major cities**
  - ✓ Provides **fiscal and non-fiscal incentives** to local government units, water districts, enterprises or private entities to improve water quality management
- **Major purchase decision factors** include:
  - ✓ Price and Payment Terms
  - ✓ Operation and Maintenance Costs
  - ✓ Product and Output Compliance with Environmental Regulations
  - ✓ Consultant Recommendations
  - ✓ After-sales Service



## Financing

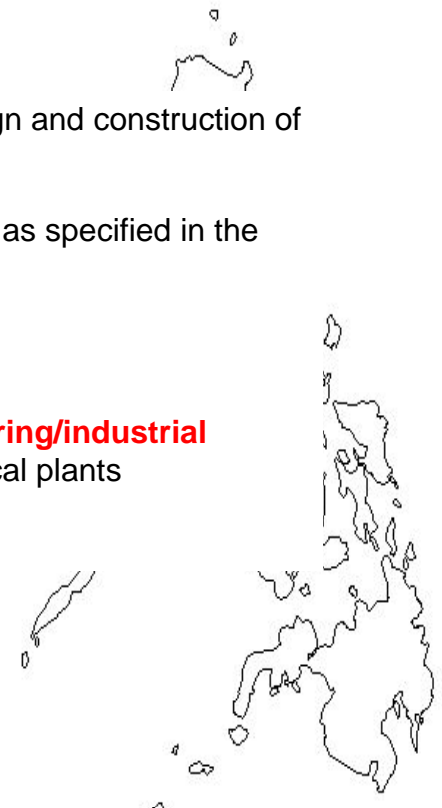
- **Public financing** comes from government budgets; and loans from the Asian Development Bank, Japan Bank for International Cooperation, The World Bank, and other multilateral organizations and bilateral partners.
- **Private** entities **purchase** wastewater treatment products and equipment using internally generated funds.
- Project challenges include a lack of skilled local personnel and a lack of local funding.

## Competition

- **U.S. enjoys favorable market** position due to quality, price and reputation.
- U.S. products and equipment compete on quality with **Australian and European** manufacturers.
- **Japanese and other Asian manufacturers** compete on price, with acceptable quality.
- Due to technical improvements, **Korea, Taiwan and China** are expected to become major competitors by 2010.
- Philippine buyers source U.S. products and equipment directly from the U.S., through local distributors/agents and through Singapore.

## Commercial Opportunities

- The **Manila Water Company Inc.** is soliciting sealed bids for the design and construction of two septage treatment plants and facilities.
  - ✓ Bidding will follow **international competitive bidding** procedures, as specified in the World Bank's Guidelines published in May 2004
  - ✓ **Deadline** for submission of bid documents is on **May 9, 2005**.
- Private sector **demand is strong at shopping malls and manufacturing/industrial plants**, including semiconductor, textile and garment, food and chemical plants



Learn more about how we promote U.S. products and services in the Philippines by visiting our website at [www.BuyUSA.gov/Philippines](http://www.BuyUSA.gov/Philippines) or by contacting Commercial Attaché Brent Omdahl at [Manila.Office.Box@mail.doc.gov](mailto:Manila.Office.Box@mail.doc.gov).